

**SEPTEMBER 2016**  
The magazine for women.

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they do

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women through  
fair trade

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FACETS IS A MONTHLY  
PUBLICATION OF  
GATEHOUSE MEDIA IOWA HOLDINGS.



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This issue is about empowering women in the workplace. How can we lift each other and ourselves to see the potential we each have? Sometimes it can be hard to see the light at the end of the tunnel. You go to work day in and day out. Same old, same old. Life is going nowhere and the stress of work keeps building. How do you find that motivation, that confidence to pick yourself up off the ground and say 'I can do this. I want to do this. Let's get started.'

Empowerment is to give power. Basically be the Wonder Woman of your own life. Give yourself the motivation to tackle your career goals. Allow yourself to step up and realize that yes, you can start and own that business. Conquer the fear of asking for help. Find your support system, your rock.

In this month's issue you will find stories of empowerment. Stories of women who are making careers for themselves. Two salon owners answer questions on what it took to open their salons and what it takes to keep them going strong. A downtown business sells goods through fair trade programs that pay women around the world living wages for their wares.

Empower yourself to fulfill your dreams.



On the cover: Kathi Watts of Creative Hair Designers. Photo by Nirmalendu Majumdar/Ames Tribune

# FACETS



**“There’s so much training specifically for women, so much financing,” she said. “Use every little bit of help out there and you can definitely be successful.”**

so they can purchase equipment to run their own businesses from home. 70 percent of crafters who sell to the FTF are women.

Worldly Goods also supports women crafters closer to home. The shop has a partnership with Women’s Bean, a nonprofit in Colorado that helps disadvantaged women develop the traits needed to thrive in the job market while they stay at the sanctuary.

“They realized that they couldn’t just give women a shelter,” she said. “They need to give them job skills.”

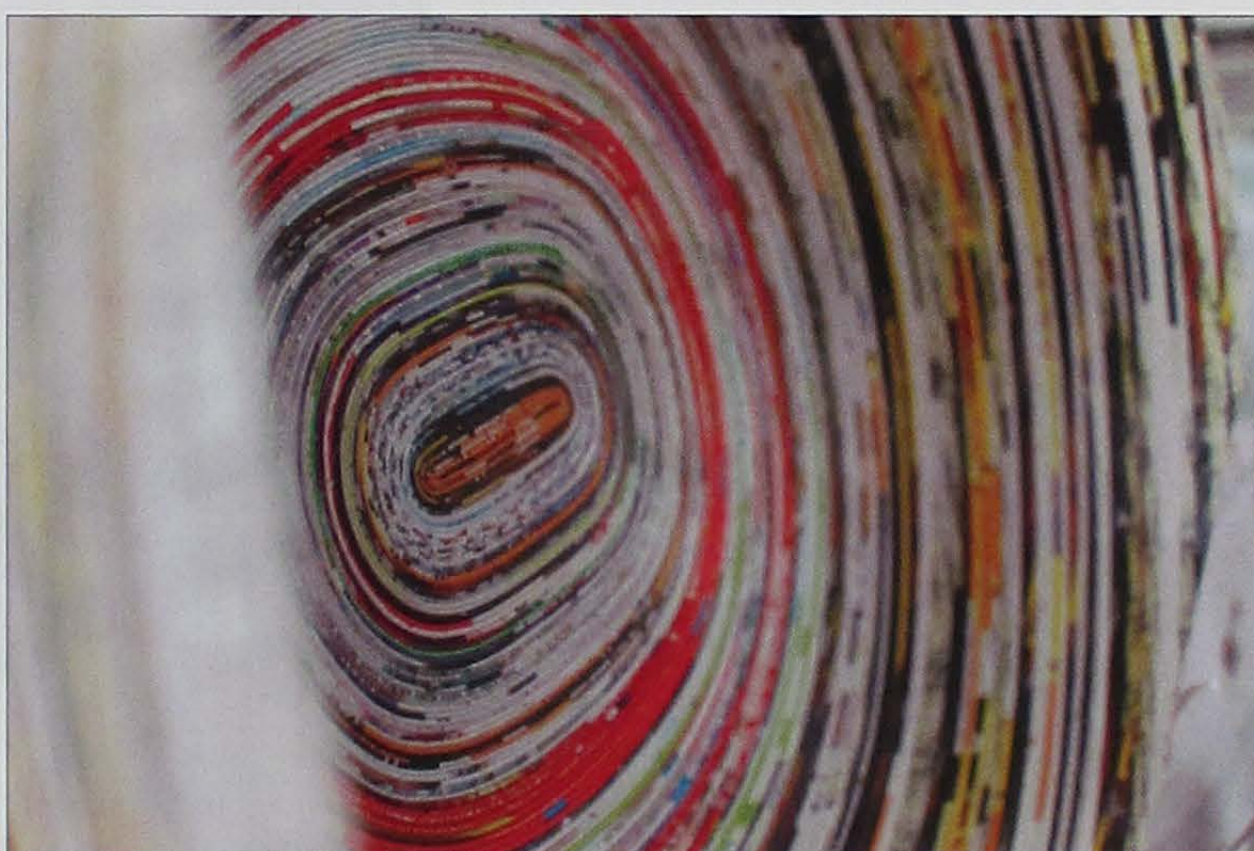
Gronau’s daily grind of running the store is challenging, but she insists that the challenges small business owners face are there regardless of gender. She has experience working in masculine-dominated fields like agriculture, but her mentality has stayed

the same whether she is on a farm or in the back of the shop on Main Street.

“I personally, and this may not be the case for every woman, try not to let that be an impediment to my everyday life,” she said. “I don’t even think twice that I’m a woman over a man.”

After almost four years at the helm of Worldly Goods, Gronau had one piece of advice to offer to all aspiring business owners, whether they’re male or female or in Ames or Angola: do your research and leverage support already out there.

“There’s so much training specifically for women, so much financing,” she said. “Use every little bit of help out there and you can definitely be successful.”



PHOTOS BY DAN MIKA/AMES TRIBUNE





BY DAN MIKA  
Ames Tribune

# Empowering women through fair trade

Andrea Gronau runs a nonprofit on Main Street, but her and her coworker's dedication to empowering the poor through fair trade is supporting thousands of businesses run by women around the world.

Gronau, manager of Worldly Goods, a shop on Main Street that sells imported goods from crafters around the world, said the shop's mission is to ultimately support artisans selling their wares with living wages. The shop resells crafts, chocolate, coffee and other merchandise from more than 50 countries through fair trade programs, which require purchasers to pay crafters for their goods upfront and at a living wage for where they are in the world.

The fair trade movement strongly benefits women in poverty around the globe. According to the Fair Trade Federation, seventy percent of the world's population living on less than \$1 per day are women, and they work an average of 60 to 90 hours a week in unpaid labor like house chores and child-care. Because of these time restraints, women in those conditions often cannot complete primary education and go on to receive secondary education, which would increase their earnings and health over their lifetimes.

For those women in developing countries, fair trade is one of their few viable options for supporting their



families. For example, in Kenya, there are virtually no adverse effects for a man if he decides to leave his wife and children, Gronau said.

"They're left to fend for their children with no job, no help, nothing," she said.

Fair trade groups can support these women by allowing them to work while caring for their children, and some provide microloans and business training to women



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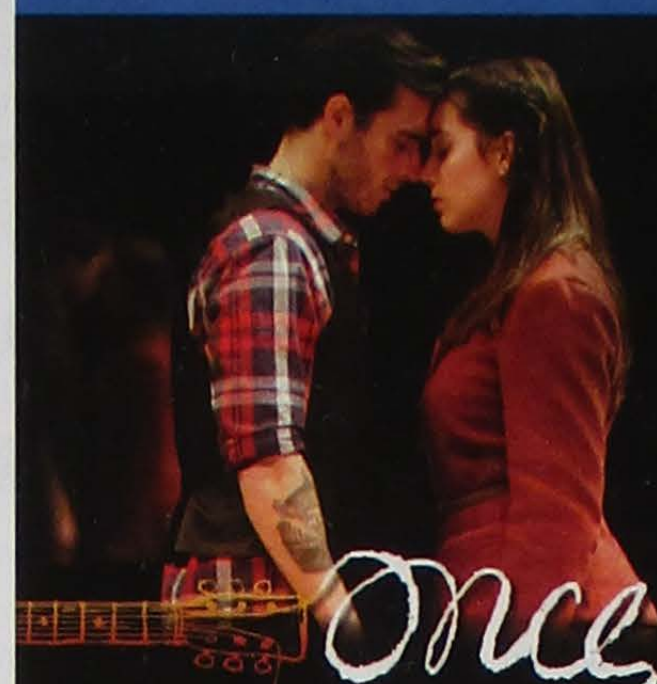
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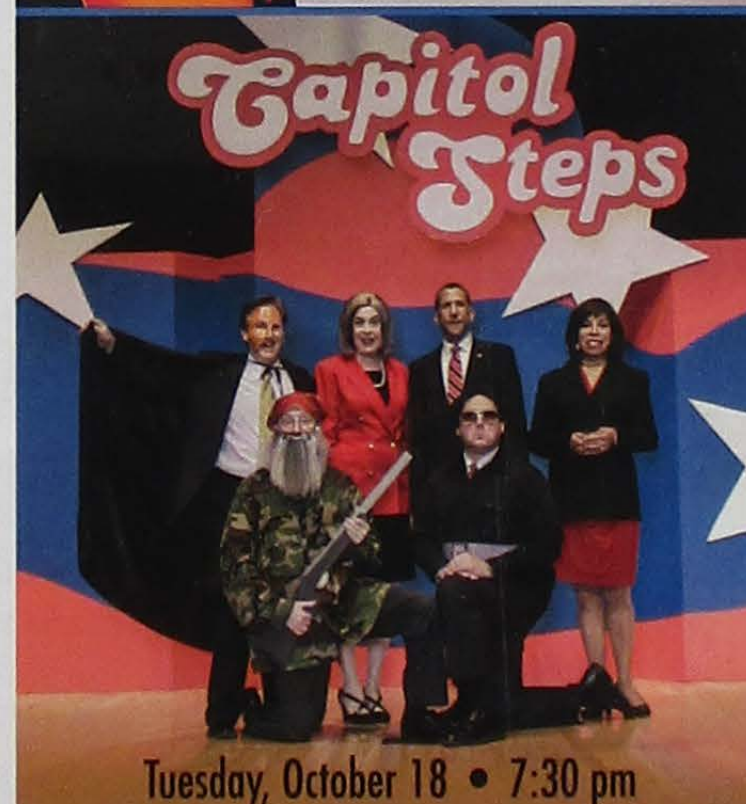
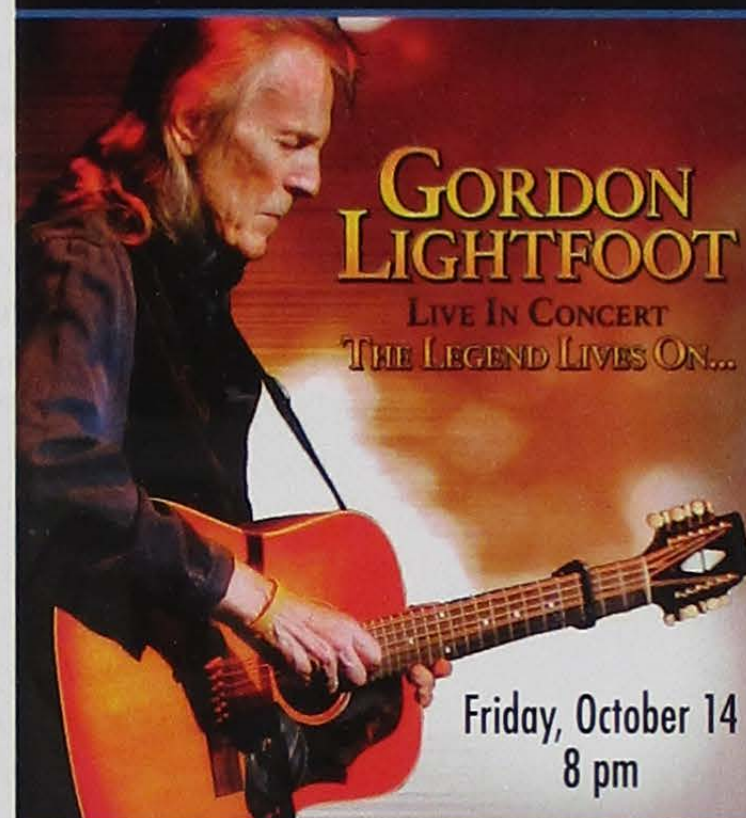
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# Save money, cut stress with savvy small-business travel tips

Travel is a necessary part of growing a small business. In fact, two out of three small-business owners and employees travel specifically to meet clients face-to-face, a Holiday Inn Small Business Traveler Study found. However, 56 percent of those surveyed note the stress of travel is the top pain point for business trips, plus nearly a third feel they aren't treated as well as business travelers who work for large companies.

To put the joy back into traveling and to help small-business travelers get the most out of their money, consider these expert tips and tricks.

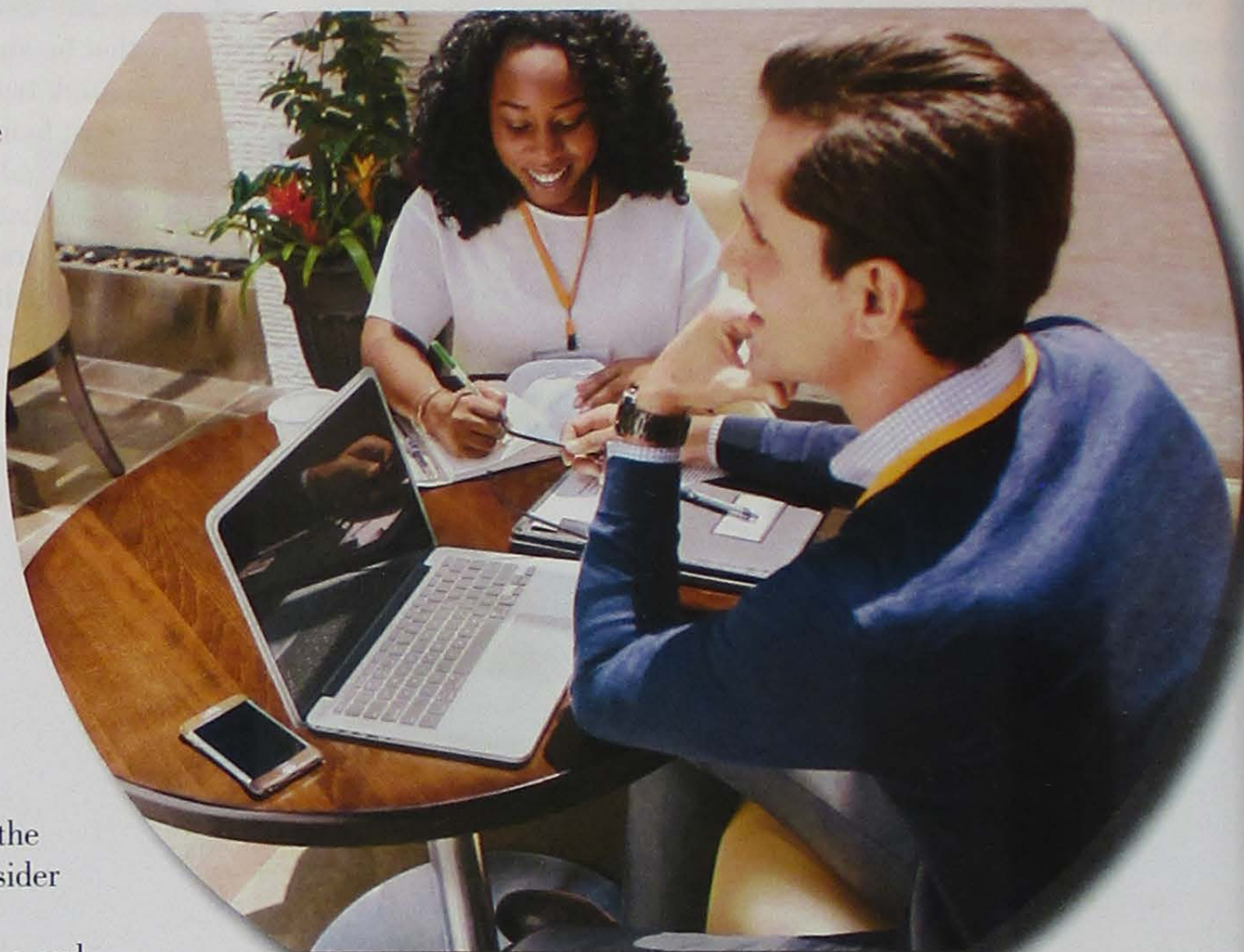
■ Research hotel amenities and extras

The hotel you choose should enable your success, not hinder it. That's why you should research options and select a hotel that offers the amenities and extras you need to grow your small business even when you're away from home.

A few hotel essentials for small-business travelers include free high speed Wi-Fi, comfortable and quiet lounge areas, business centers and meeting facilities. Additionally, a full-service hotel with a restaurant, bar and workout rooms will save you time and help you find the balance between work and relaxation.

■ Seek small-business perk programs

Some hotels offer programs specifically for small-business travelers. For example, The Holiday Inn brand's "Inn Business" offer awards small-business travelers with Gold Elite status in IHG Rewards Club following just one-night stay, as well as complimentary room upgrades, priority check-in and late check-out, and the ability to earn rewards nights faster. Learn more at [www.holidayinn.com/innbiz](http://www.holidayinn.com/innbiz).



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Another

program to explore is Your Rate by IHG Rewards Club, which provides access to exclusive rates to save money plus a streamlined booking process. This is a major time-saver considering it takes an average of nine steps to book a hotel room, according to the Holiday Inn Small Business Traveler Study, and now it can take a little as two steps.

■ Stay organized and save time

Disorganization fuels stress. A little proactive thinking can eliminate worries and headaches from small-business travel. First, make a travel checklist even if you're frequently on the road. It's easy to forget necessities when you're in a hurry.

Next, if you're flying, opt for non-stop flights to save time. A flight labeled non-stop arrives at a destination without a layover. This is not to be confused with direct flights which can have a stop, but travelers wouldn't be required to get off the plane. This results in a longer trip



- Research hotel amenities and extras
- Seek small-business perk programs
- Stay organized and save time
- Eat well and maintain a schedule

time compared to a non-stop flight.

Finally, it's easy to get confused when traveling frequently. Take cell phone photos of your hotel room so you can easily reference the number. Also, take photos of your car rental and where you park so you can find your vehicle-of-the-moment without a hitch.

■ Eat well and maintain a schedule

Traveling can throw off your schedule which can make you feel tired and impatient. First, pack a protein-packed snack and remember to stay fueled and hydrated to avoid headaches, fatigue or worse.

Next, try to stay at hotels that offer room service from a full on-site restaurant. This makes it easy to save time by starting your morning in-room with a wholesome meal, or, kick back after a long day with a tasty dish enjoyed from the comfort of your private suite.

To avoid burnout and stay healthy, sleep is vital. A portable white noise machine helps induce sleep, especially when changing time zones. Also, keeping up an exercise routine at the hotel's gym is great for melting away stress and allowing the body rest come nighttime.

Holly's

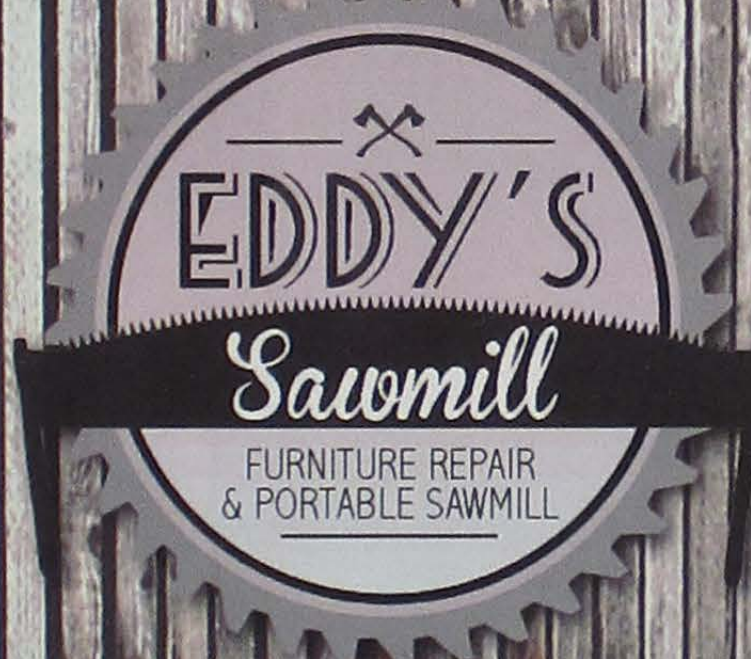


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BY JOYCE  
E.A. RUSSELL  
Special to the  
Washington  
Post

# Career Coach: Stop sitting around waiting to be asked. Take some initiative.

Recently I was talking to a group of senior executives about leadership. I asked them the question "what do you most want from your employees at work?" So many of them mentioned initiative. I probed further to try to understand what exactly they meant and why it was so important for employees to show initiative at work.

They lamented that so many employees just wait around for someone to tell them what to do. So when they see an employee who offers to help out before being asked, it really stands out. Some leaders said that taking initiative is one of the most important factors when considering someone for career advancement in the company.

It's not just about helping out the boss, but anyone who looks like they could use help. For example, a coworker is trying to finish a project and seems harried and another employee sees this and offers to pitch in - that's initiative. Other ways you can show initiative are:

- Ask colleagues "is there anything I can help you out with today."
- Take on those boring projects or tasks that no one else wants to do. Be the first to volunteer.
- Let your boss know that you are ready and willing to take on more challenging tasks. But first, make sure you do an excellent job at your own tasks.
- Try to figure things out on your own without constantly asking others how to do something. Read the manual or look something up online to learn as much as you can before having to ask someone what to do. Managers are often really busy and don't have a lot of time to explain things in detail so if you can look things up.
- Work extra hours to make sure you have mastered how to do something.
- Be on the lookout for how to improve what you are doing. As Victor Hugo said, "Initiative is doing the right thing without being told."
- Offer suggestions for ways to improve processes at work. Volunteer to follow through with your ideas.
- Offer ideas for how the firm can save money and reduce costs.
- Come prepared. Show that you did the reading to be well-informed before you meet with a client or offer a suggestion. In those slow periods at work, read up on things, take training classes, or look for ways to get more informed about the firm and its businesses.
- Show persistence when faced with obstacles or difficulties in getting something done. A person who shows initiative rarely has a defeatist attitude.







**“There are three types of people in this world: those who make things happen, those who watch things happen, and those who wonder what happened.”**

■ Check out Bob Nelson’s book, “1001 Ways to Take Initiative at Work.”

In addition to showing initiative at work, you may also be asked about how you have shown initiative in a job interview. Be prepared to answer this question. First, think about what an employer is trying to learn about you with this question. They really want to know if you are able to identify opportunities to make improvements and then followed up on those, if you came up with your own ideas and were able to implement them, and what the end results were. I’ve known some students who have done incredibly well answering these questions because they were very active in their

programs by creating new clubs or programs when they saw needs or gaps. The same goes for employees who spotted opportunities to improve customer relations and then came up with ideas and shared them with management.

If you are one of those employees who can show initiative on the job, you will clearly stand out. As Mary Kay Ash, founder of Mary Kay Cosmetics, once said, “There are three types of people in this world: those who make things happen, those who watch things happen, and those who wonder what happened.”

Which type of person will your colleagues and bosses say you are?

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BY MARY  
CLARE  
LOKKEN  
Contributing  
Writer



KATHI WATTS OF CREATIVE HAIR DESIGNERS. PHOTO BY NIRMALENDU MAJUMDAR/AMES TRIBUNE

# Two women passionate about their work

It's always great to write about people I respect and these two ladies are at the top of my list.

Kathi Kropf Watts and I graduated from Ames High in 1967 but I knew her before that because we went to Riverside Bible Camp in our earlier years. She always had a smile and was a lot of fun. She came to work with my mom after finishing beauty school and later managed our largest salon. When she left to start her salon, Creative Hair Designers, she did it with class and told mom her goals and thanked her.

Dawn Walstrom came to Ames with her husband Mike when Mike started at ISU. The owner of the cosmetology school she attended called my mom and said Dawn was her best student and hoped mom would interview her for a job. Mom hired her and she worked at multiple locations

for Finesse, eventually becoming one of the owners. She too had goals and worked to achieve them.

Today, both these women own a business and are well recognized in Ames. They set an example for all other cosmetologists in our industry for having the passion that makes work not work. They do some great hair and make a lot of people happy when they sit in their chairs.

• • • • •

So first up I asked Kathi these questions. I will let her speak for herself because she does it better than I could.

■ What does it take to run a business and run it smoothly?

Probably running a business is best described as a never ending story. Our profession is so wonderful, as you can work as many hours as you want, plan work around





DAWN WALSTROM OF FINESSE SPA & SALON. PHOTO BY NIRMALENDU MAJUMDAR/AMES TRIBUNE

I had worked for Marian Lokken for almost 20 years, when I ventured out on my own. I have always said I would not be the stylist or the business owner I am if I had not worked for her. She taught me well. It was probably one of the hardest choices I had ever made but has worked well for me.

■ What is a motto you live by?

My motto is love what you do ... and do what you love. I probably stole that from Life Is Good T-Shirt Company.

■ What are some tips you would give to others starting or running a business?

It takes time ... and a lot of it. Remember, it is your business, so if you want it to look good, succeed and be profitable you should set a good example. Don't be afraid to do anything the business needs. I have been lucky as my husband, Larry has done a lot to help. We are the cleaning help, trash man, delivery people and all around general maintenance. He helps with the bookwork, and has learned to fold towels really well. Humor!

I don't want this to sound like I am "tooting" my own horn, but life has treated me well. I am healthy and enjoy life and all that.

• • • • •

Dawn is equally well-spoken about her chosen profession and her life in the beauty industry. She responded to the same questions.

■ What does it take to run a business and run it smoothly?

Passion. Love what you are in business to do. A great system that evolves with the needs of your business and market.

Create your culture and purpose. Stick to it and don't compromise.

■ What are some things women in business come up against more than men?

In our business I haven't felt that discrimination. I think some of it stems from what you are willing to allow. I have also been mentored by some pretty strong women that set great examples.

■ How do you motivate yourself?

Music, books, seeking ways to better myself as a person, allowing myself to fail, and surrounding myself with great people to elevate my mindfulness.

■ What helped you decide owning a business was the right move?

Mentors that helped me see the direction in my passion. I actually enjoy systems and numbers even though I'm in a very artistic

business. I had coaches show me that by growing people and helping them define their journey it actually helps me grow as an individual, too. It's the true meaning of the golden rule of life!

■ What is a motto you live by?

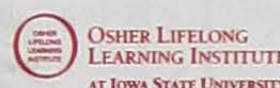
W.A.Y.T.? My first tattoo. It's an acronym for "Where are you today?" Am I fulfilling self or am I here to help and serve others? Did you make someone's life better today? Being mindful of unconditional versus conditional mindset. It helps me stay self-aware and a lot of my staff know my personal mission. So if I'm not walking it, they will call me on it.

■ What are some tips you would give to others starting or running a business?

Surround yourself with great people who have been successful in what they do. Ask questions! Always stay curious and knowledgeable in your field. Things change ten times faster than a decade ago.

Showing authentic gratitude is essential. We lose what we take for granted. Love what you do and it won't be work...most days.

If it's not scary, then you're not going to grow.



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BY KAREN SCHWALLER  
Contributing  
Writer

# Spelling Success on the Farm

If you live on a farm, you know you didn't move onto your place because of the house that was there.

You moved there because it had sufficient outbuildings — or space for them — and land. For the farm woman, she just takes the house that comes with the farm and makes it work.

It's a big job for the woman of the farm — transforming an old house into a home and her husband into a man of worldly culture — because the only culture he really knows is agriculture, 'farmer's blow' and all.

At one time my newly-married parents lived and worked in town briefly—which had to have bothered my father. He grew up on a farm just a few miles from town. His father had died just a few years earlier, and Dad waited for the chance to move out to the country and get his life going again after a setback like that at such a young age.

Finally, his ship came in — the trust of a land owner, a place to live in the country and some ground to farm close to where he was born.

It would seem that perhaps Dad was a little more excited about moving to the country than Mom was. (She could tell from the holes burned in the flooring on his way out to see the place and the apartment door still swinging long after he had raced out the door.)

Mom's childhood started out in Boston, then brought her to Kansas City and finally to small-town Iowa. Apparently, Mom had never uttered the words, "I'm never going to marry a farmer" because, well ... not growing up on a farm, she just didn't know.

Some of us did know and said those very words — and still scrape manure from our shoes daily. Oh, the injustice of it all.

Mom told me about the time when she and her mother first went to see the house.

Her mother cried. Apparently, mouse holes and nests

weren't the dream she had for her daughter's first real home.

It was the house that raised all seven of us children, though it had been added onto a time or two as the family grew and Dad became a little more successful. Mom made it home.



PHOTO BY KAREN SCHWALLER/CONTRIBUTING WRITER

Over the years some of my brothers bought into Dad's farming dream, followed by a few of his grandsons as well. Dad and Mom had bought a little land here and there as they could, and because of that — and in that way, Dad's legacy lives on, and on the same land.

What began as a dream and a lot of hard work ended up being a lasting testament to his life. It doesn't get more successful than that for a man who used to go

hunting for dinner meat.

For the farm wife of then and today, success also comes through raising good, productive children. The best description I've heard came from an episode of the "Roseanne" show, where Roseanne Conner explained to her daughter's home economics class that being a successful mother is like running a factory.

"If you send your kids out into the world and none of them get returned to you as 'defective,' then you've done your job," she joked.

We laugh, but oh, how my mother would agree.

Born in a farm house, Dad lived 77 years in and around the only community he ever called 'home.' For him, the soil there was as close as he could get to heaven — until he actually arrived there himself. Now he rests in it. For him, it was a wonderful life.

The jury's still out for that city-girl-turned-farmer's-wife, though. She's still pleading ignorance about knowing what she was getting into, and claims she didn't read the fine print.

But at least her kids haven't been returned to her as defective. At least so far.



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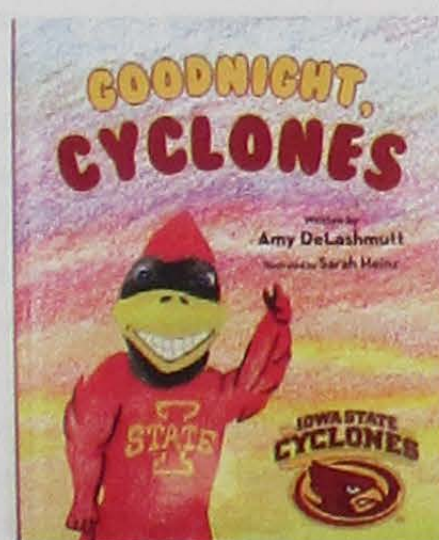
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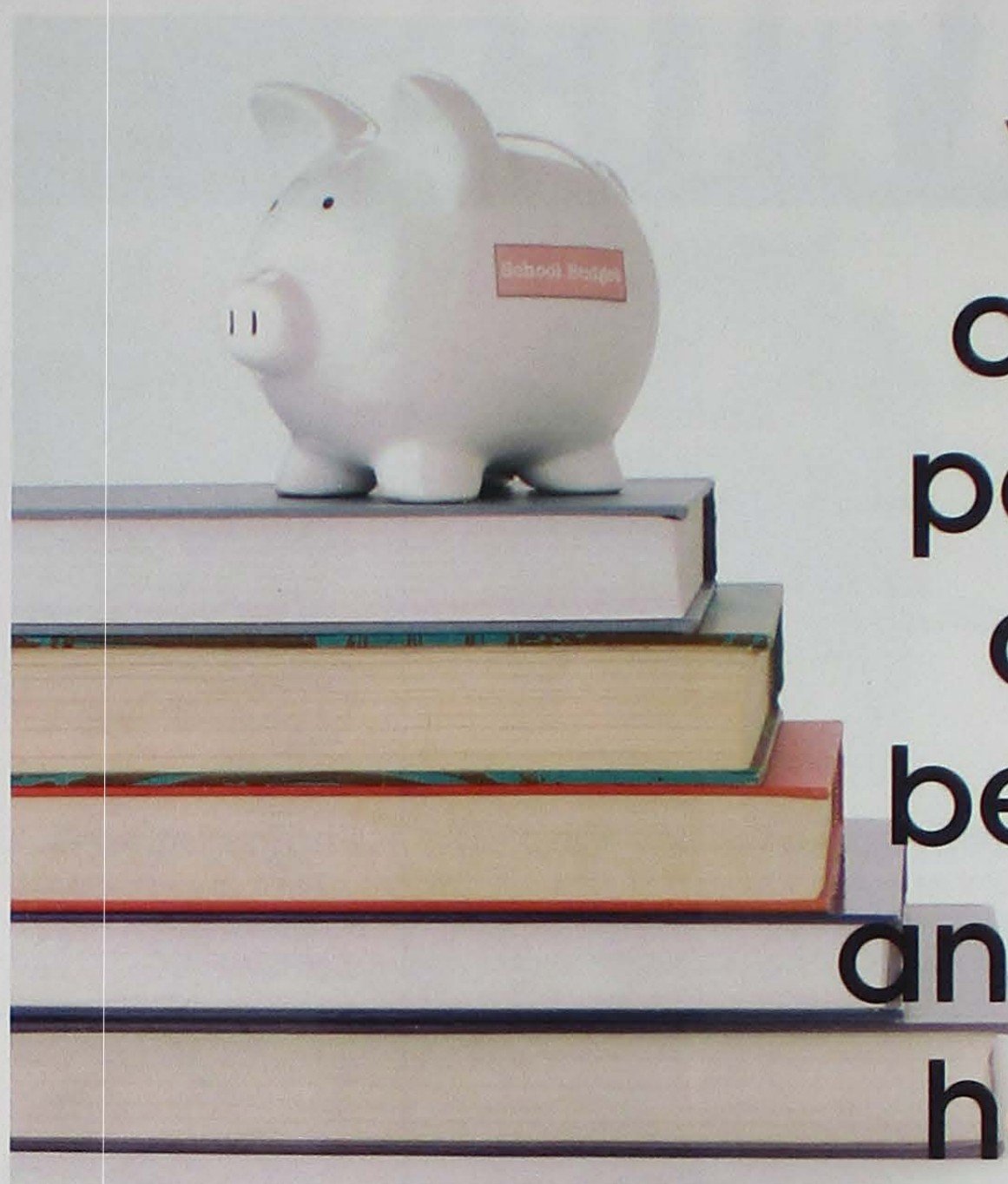
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# When it comes to paying for college, be realistic and do your homework

It's that time of year when families are mentally processing their high school senior's college financial aid award and quietly freaking out. I know I was doing that last year, and I had researched my patookie off to learn the costs of my daughter's college choices in advance. We used net-price calculators to gauge financial aid, yet we still got caught up in hoping for a stratospheric windfall from one of her preferred schools.

A couple colleges were generous with aid — in fact, they met our “need” — but that pesky “expected family contribution” on our FAFSA was still ours to pay. We live in a state whose public schools don't offer big scholarships to anyone, and our EFC equals the cost of an in-state college, so living at home and commuting was the only cheaper option. At least I was somewhat mentally prepared for the price tags of the colleges she had applied to.

But many families have that deer-in-the-headlights look right now because until they received the financial aid letters this spring, they had no idea how much college would cost. A friend recently posted on Facebook how angry she was that our state's flagship school wasn't offering her daughter any need-based aid other than a small loan. I remember that feeling from last year. My straight-A daughter was accepted to the same university, and of seven colleges, it was the only one that didn't offer her a dime. I was mad. But it was kind of my issue. If I had dug deeper, I'd have learned that, as a rule, this school doesn't give scholarships to in-state students, even those who are top scholars. The paltry scholarships it does award are reserved for nonresidents, and I could have told my friend her daughter

wouldn't get any money. Still, it's hard not to hope.

That's the crux of it, though. We can moan and groan about college costs, but it's up to us to do our homework, because hope isn't a strategy. Deciding at the last minute — like this young man and his family did — to take on burdensome debt isn't in our young people's best interest. Or our families'.

The hard part, of course, is when no college is affordable. The sad truth is that college costs have increased so much, so quickly that many middle-income folks can't keep up, even if we plan carefully. Because, you know, cost of living.

But it's us regular-income folks, especially, who need to research cost. For most, that means not getting caught up in a brand-name school. Sure, if your kid is an amazing scholar who's found a cure for cancer, there's room for aiming high, but make sure their college list includes a few non-brand-name schools too. Don't make kids crazy with stress thinking that those colleges that fully meet need are the only answer. Those are tough schools to get accepted to, so make sure they have an affordable backup plan.

In short, go where the money is. It won't be at the highly selective colleges. It won't be at those California UC schools either, because those are hot and they're public. It might mean a regional state school. It might mean commuting. That doesn't mean kids should rule out selective colleges entirely. I know students attending selective colleges on good need-based aid, including my daughter. But her college still wants a quarter of our income (the same as the cost of a public in-state school), because that's how our FAFSA rolls.



Information on college costs abounds; families just have to take the time to learn about it. Yes, families are busy, but this is one big enchilada you and/or your kid are paying for. And you can't start teaching yourself about college costs in the spring of your child's senior year. That's way too late. I started reading up during my daughter's sophomore year in high school because I'm like that. It still didn't shelter me from the shock.

Colleges are under no obligation to offer our kids a hugely discounted ride just because we didn't do our research. You can argue what you will about the insanity of rising college costs, and I'm right there with you, but we still have to do our homework.

If you have a high school junior, learn your EFC. Knowing what the feds expect you to pay is a huge head start to preparing, if only mentally. This calculator helps you predict both your federal EFC and your institutional EFC (for private colleges). Most people want to vomit when they see the number. But at least you'll know it.

After that, tell your kid what you can afford, and give him parameters for his college search. Prestigious public or out-of-state universities likely won't be your friend. Expensive private colleges might do a good job of meeting your financial need, but not if they're reach schools for your child. Your child will do better applying to schools that want them. Look at schools where grades and SAT/ACT scores fall in the top third or quarter.

Use net-price calculators on the college websites to see what they predict (be aware, some are not great; the more they ask, the better they are). Play with grades and scores to see what kind of merit aid spits out. If it doesn't ask for grades or scores, your child might be aiming too high. It depends on the school. My daughter's school didn't ask for academics and rarely gives merit aid, but she got a chunk of need-based aid because they wanted her. The net-price calculator did a good job of forecasting the award, although we didn't count on it until the letter arrived. Be sure to learn about "gapping" (colleges offering admission without enough financial aid) and "front-loading" (a package that offers more for freshman year than later years) because college is a four-year (or more) plan.

The biggest challenge is figuring out how to start the search. It's overwhelming, and your student probably has their own ideas of where to

go. Mine sure did. Start talking to friends with older kids, especially friends in the same income bracket. Learn what their favorite resources are. I've included a list of mine below.

My second child is starting junior year of high school in the fall, and I'm not looking forward to going through the process again. The part that keeps me up at night is this: I do have a handle on college costs, and it still feels untenable. I'm kind of hoping for a gap year in our house. One that doesn't cost any money.

Favorite resources:

"Right College, Right Price," by Frank Palmasani

"The College Solution" by Lynn O'Shaughnessy

"Princeton Review's Paying for College Without Going Broke"

"Colleges that Change Lives"

"College Navigator"

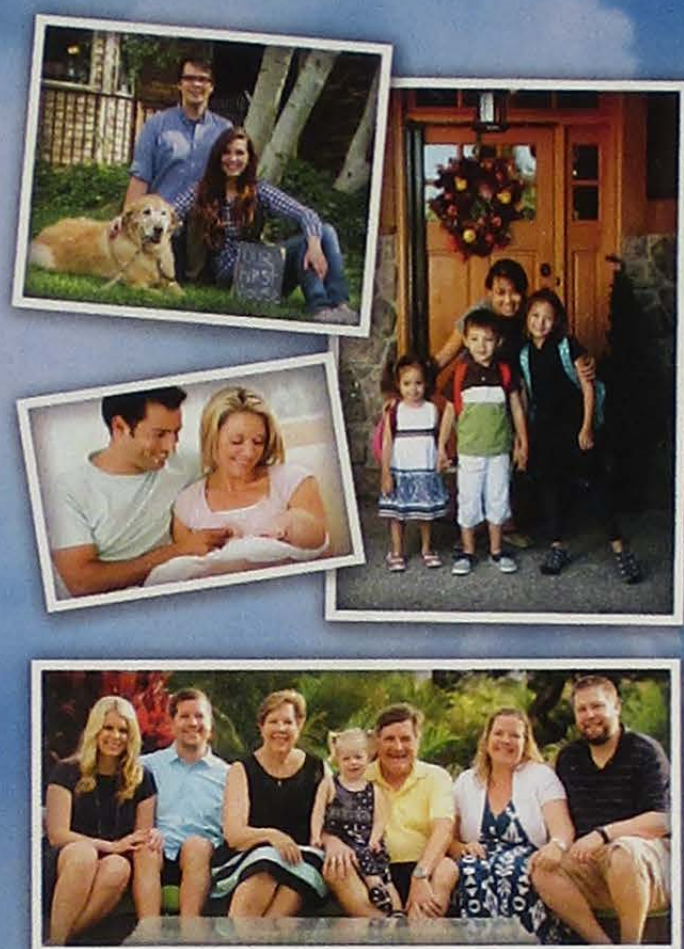
"College Data"

"Edvisors" (college planning information)

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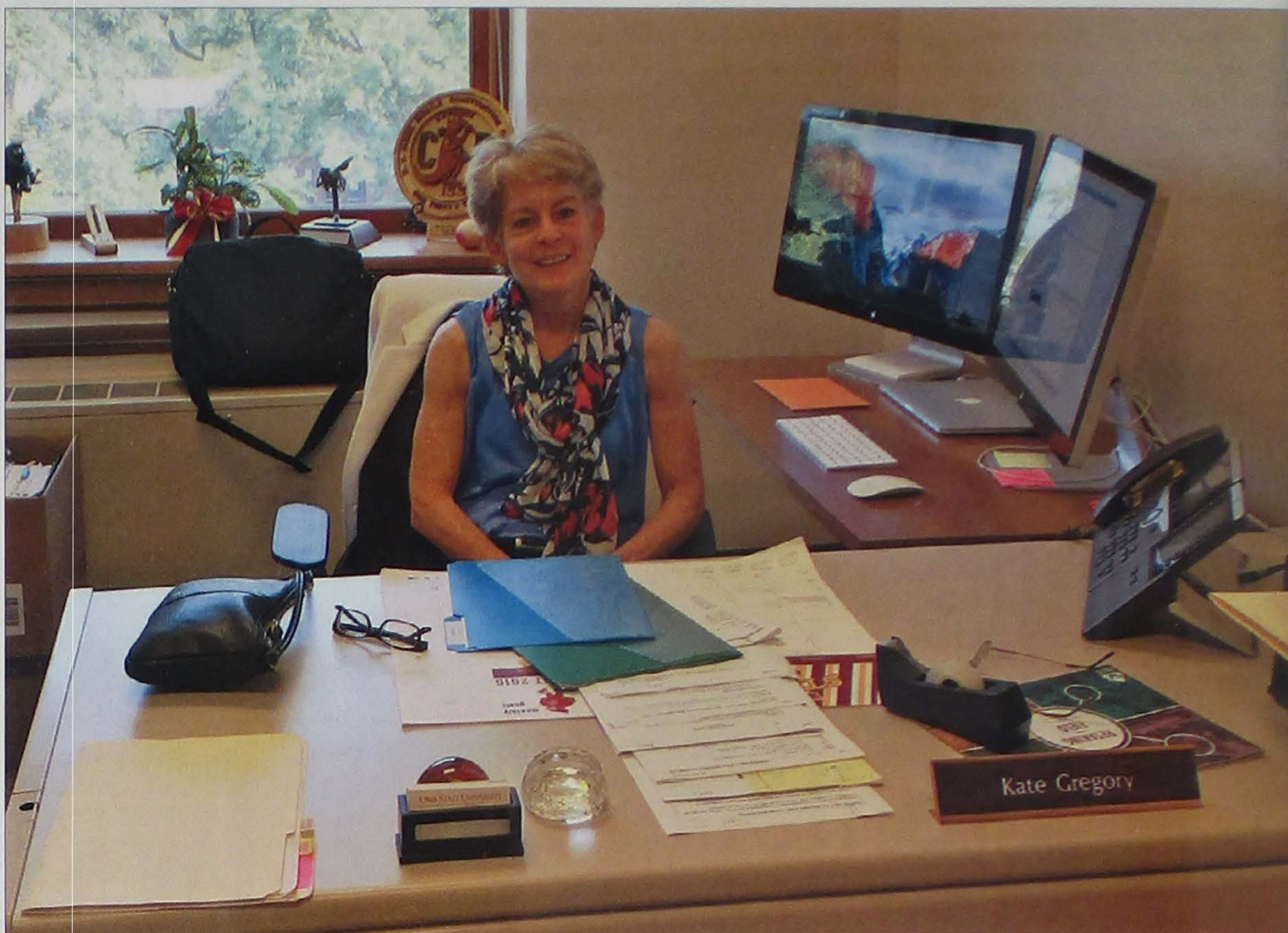
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BY SEAN SEARS  
Ames Tribune



NEW VICE PRESIDENT OF UNIVERSITY SERVICES IS A FORMER REAR ADMIRAL IN THE NAVY, WHICH GIVES HER A RICH BACKGROUND IN BUSINESS AND FACILITIES MANAGEMENT, MAKING HER A PERFECT FIT IN HER NEW JOB AT ISU. PHOTO BY SEAN SEARS/AMES TRIBUNE

# Former Rear Admiral ready to serve Iowa State

Iowa State's new university services vice president, Kate Gregory, who is the first to hold the new position that was created to fill the void retired Warren Madden held as the vice president of business and finance. Gregory, is one of two people hired to replace Madden, but what makes Gregory unique is her background in the military.

A former Rear Admiral, Gregory served over 33 years in the Navy after graduating from the Naval Academy in Annapolis, she is very familiar with the responsibilities of her new job at ISU after serving most recently as a chief of civil engineers and commander of the Naval Facilities Engineering Command.

"In my position prior to Iowa State, it was very business focused," said Gregory, who handled the Navy's and

in some cases the Marines infrastructure. "That gave me a background in acquisition and facilities, engineering infrastructure, environmental health and safety, all of those were in my portfolio from the Navy. So there was parallels between those responsibilities to the ones I have now with my current job."

Gregory grew up with a strong work ethic, something she credits her parents for instilling in her and her siblings. But Gregory felt she had a responsibility to be a good citizen, which led to her serving this country for as long as she did.

When it comes to business, the new vice president of university services believes strongly in businesses staying as transparent as possible.

"I think there is an expectancy on the part of the



*"I think there is an expectancy on the part of the work force and on the part of those you serve. To be able to know and see what you're doing, how you're doing it, and why you're doing it."*

work force and on the part of those you serve," Gregory said. "To be able to know and see what you're doing, how you're doing it, and why you're doing it. So I'm an advocate of increasing transparency in things we do."

Gregory also drove home the point of businesses being accountable for their actions, especially when it involves the public's money. Gregory knows people expect her and the university services office to use government money in a wise way, so that if her office were ever to come into question, there is no doubt how and why certain funding has been used.


Gregory also believes accountability goes further than just money, but also the quality of work her office does.

"I think that sense of accountability really needs to permeate an organization," Gregory said. "Especially if you're one like my organization is, I mean our title is 'University Services', service is inheritant to what we do."


And even though Gregory loved her time serving in the Navy, she is excited for the opportunity her new position at ISU presents her with, making it very clear she has loved her short time on campus.

"I am very grateful for the opportunity to serve my country," said the former Rear Admiral. "But I also appreciate having the chance to serve Iowa State and to do things I would not have been able to do in the Navy. I'm really excited for this opportunity."

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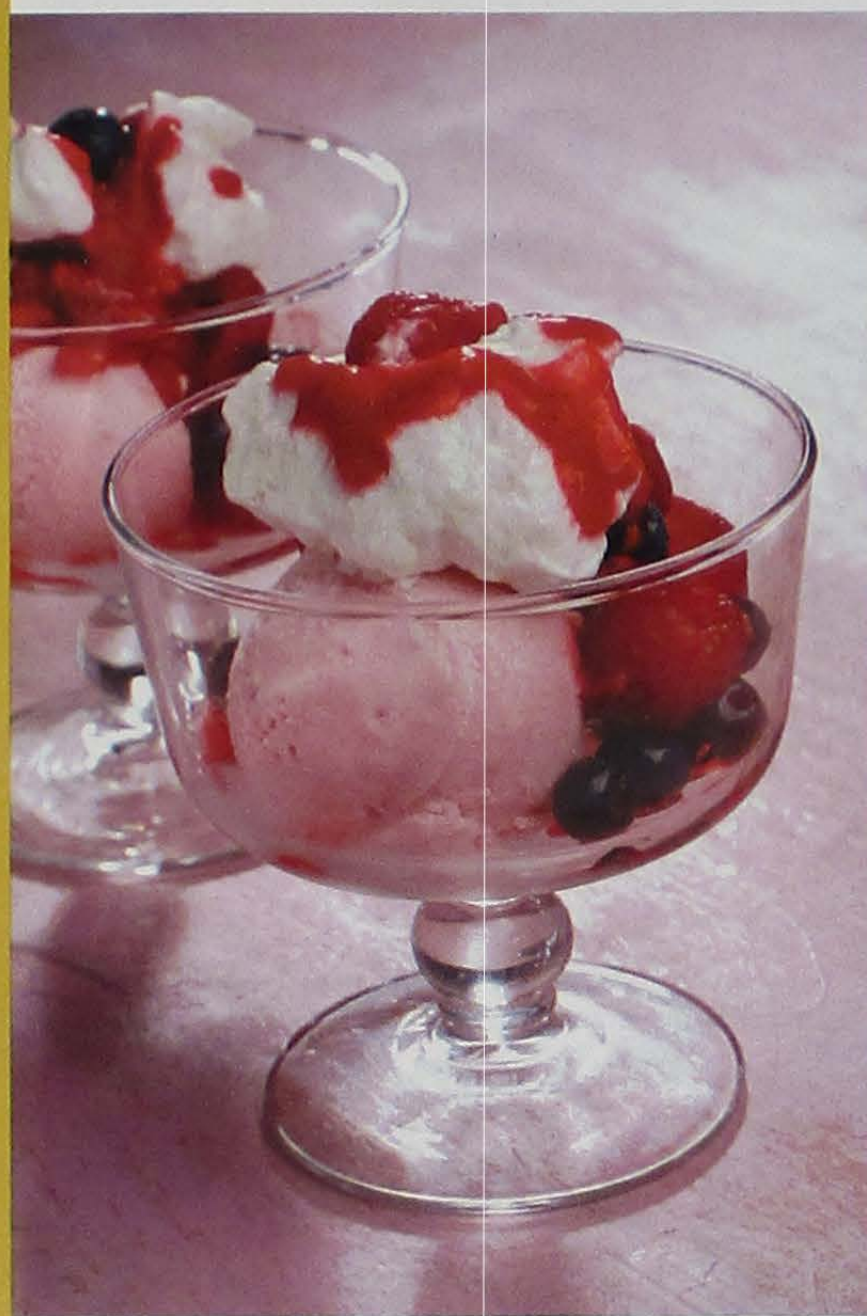
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BY DORIE  
GREENSPAN  
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Washington  
Post

# Summer Sundaes with Raspberry Ice Cream



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SUNDAES  
WITH RASP-  
BERRY ICE  
CREAM.  
PHOTO BY  
DEB LINDSEY/  
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POST

6 servings (makes a generous 1 quart of ice cream)

This dessert is built for summer.

**MAKE AHEAD:** The churned ice cream needs to set in the freezer for at least 3 hours and (packed airtight) up to 2 weeks. The fresh berries need to macerate for at least 10 minutes at room temperature or up to 8 hours in the refrigerator. The raspberry drizzle-over can be made and refrigerated up to 2 days in advance. The whipped cream can be refrigerated a few hours in advance; whisk vigorously a few times just before serving.

From cookbook author Dorie Greenspan.

## Ingredients

For the ice cream

About 3/4 cup fresh raspberries (a little more or a little less is fine)

- 1 cup shaken buttermilk, regular or low-fat
- 1 cup heavy cream
- 1/3 cup sugar
- 1/4 cup honey
- Pinch fine sea salt
- 1 cup plain yogurt, preferably Greek (can be nonfat)
- 1/4 cup powdered milk
- 2 tablespoons vodka
- 2 teaspoons pure vanilla extract
- Sliced almonds, toasted (optional; see NOTE)

For the berries

1 1/2 cups mixed berries, such as blueberries, raspberries and hulled strawberries (cut strawberries into small pieces)

- 1 tablespoon sugar
- Squirt fresh lime juice (optional)

For the drizzle-over

- 1 1/2 cups fresh raspberries
- 1 1/2 tablespoons sugar
- Fresh lime juice

For the whipped cream

- 1/3 cup very cold heavy cream

1 tablespoon sour cream (optional)

1/2 teaspoon sugar

1/4 teaspoon pure vanilla extract

## Steps

**For the ice cream:** Combine the berries, buttermilk, cream, sugar, honey and salt in a blender (preferable) or food processor. Puree for as long as 2 minutes; you want the mixture to be very smooth. Add the yogurt, powdered milk, vodka and vanilla extract; puree until the mixture is once again smooth, stopping to scrape the jar or bowl a few times to make sure the milk powder hasn't clumped on the bottom or sides. If you don't want the occasional bit of seed in your ice cream - I like it - strain the mixture through a fine-mesh strainer and discard any solids.

Depending on your ice cream maker, you may have to thoroughly chill the mixture before churning. Follow the manufacturer's directions to churn the custard into ice cream. Pack the ice cream in an airtight container and freeze for at least 3 hours or until firm enough to scoop.

**For the berries:** Stir together the berries and sugar in a medium bowl; allow to stand at room temperature for at least 10 minutes, stirring a few times, until a little syrup collects in the bowl. Taste, and add lime juice, if you'd like, but only if you're using the berries right away (because the acid in the juice will "cook" some of the berries). They can hold at room temperature for up to 2 hours; after that, cover and refrigerate for up to 8 hours. Stir before using. The yield is about 1 1/2 cups.

**For the drizzle-over:** Combine the berries and sugar in a blender (you can use an immersion blender or a mini food processor); puree until smooth. Stir in the lime juice (to taste). The yield is about 3/4 cup. Transfer to an airtight container and refrigerate for up to 2 days.

**For the whipped cream:** Pour the cream into the bowl of a stand mixer fitted with a balloon-whisk attachment, or use a handheld electric mixer; beat on medium speed until it thickens slightly. Stop to add the sour cream, if using, then add the sugar and vanilla extract; beat until the cream holds medium-soft peaks. The cream is nicest when it doesn't hold a firm shape. The yield is about 3/4 cup.

When ready to assemble, put 2 scoops of ice cream in each bowl or glass; cocktail (martini) glasses are fun. Spoon in some of the drizzle-over, followed by the macerated berries, whipped cream, more drizzle-over and some toasted almonds, if you like.

**NOTE:** Toast the sliced almonds in a small, dry skillet over medium-low heat for several minutes, until fragrant and lightly browned, shaking the pan to avoid scorching them. Cool completely before using.





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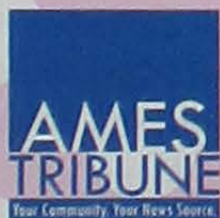
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BY BONNIE S.  
BENWICK  
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HAZELNUT PASTA. PHOTO BY DEB LINDSEY/WASHINGTON POST

# Love hazelnuts, love this pasta that's ready in no time

**H**azelnuts have been favored for centuries and that's not just because the nuts have a little sweetness when toasted/roasted — and really, they should be sold that way. Or because they are close to almonds in healthful properties: low in saturated fats; a good source of fiber, potassium and vitamin E. It's not because they were deemed "one of the five sacred nourishments God bestowed on human beings" in an ancient Chinese manuscript, according to Oregon's Hazelnut Industry Office.

It is because they are so very versatile and complement so many flavors. So it's no surprise that they are the star of this main course, included in a cookbook of Mediterranean recipes designed for folks who need to follow a low-glucose regimen. But be assured: This pasta is all about being delicious.



## Hazelnut Pasta

2 or 3 servings

Serve with a salad of peppery greens.

Adapted from "Mediterranean Cooking for Diabetics: Delicious Dishes to Control or Avoid Diabetes," by Robin Ellis (Little Brown, 2016).

### Ingredients

3 ounces skinned hazelnuts  
2 to 3 cloves garlic  
2 small dried chili peppers (may substitute 1/4 teaspoon crushed red pepper flakes; omit the chilies' chopping step)  
Leaves from 2 to 4 stems flat-leaf parsley  
Kosher or fine sea salt  
7 ounces dried whole-wheat penne or dried gemelli  
3 tablespoons olive oil, plus more for optional drizzling  
1 teaspoon hazelnut oil (optional)  
2 ounces Parmigiano-Reggiano cheese, shaved or grated  
2 tablespoons finely grated Pecorino Romano cheese

### Steps

Bring a pot of water to a boil over medium-high heat. Preheat the oven to 350 degrees. Spread the hazelnuts on a rimmed baking sheet. Bake the nuts for 5 to 7 minutes or until fragrant and lightly browned, with a slight sheen. Cool slightly, then coarsely chop by hand or in a mini-food processor.

Meanwhile, use the flat side of a chef's knife to smash the garlic cloves (to taste) on a cutting board, then mince and smash to form a coarse paste. Seed, then chop the dried chilies. Chop the parsley.

Add a generous pinch of salt and the pasta to the boiling water; cook according to the package directions until al dente (slightly underdone).

As the pasta cooks, heat the olive oil and hazelnut oil, if using, in a medium saute pan over medium-low heat. Add the garlic and cook for a few minutes, until fragrant. Use a slotted spoon to transfer the garlic to a small bowl (so it doesn't darken further).

Add the chopped dried chilies to the saute pan. Cook for about 3 minutes, then stir in the parsley. Use a Microplane zester to grate the Parmigiano-Reggiano cheese over the saute pan, then add the Pecorino Romano cheese to the pan as well.

Drain the pasta, reserving 2 to 3 tablespoons of its cooking water. Add the pasta to the saute pan, along with the chopped hazelnuts, sauteed garlic and some or all of the reserved cooking water, as needed. Toss to coat evenly; taste, and add salt, as needed.

Divide among individual wide, shallow bowls; drizzle each portion with a little more olive oil, if desired. Serve right away.

NOTE: To skin hazelnuts, bring a few inches of water to a boil in a small saucepan over medium-high heat. Add about 1 teaspoon of baking soda and then the hazelnuts. Boil for several minutes, until the water turns dark brown and the skins begin to easily peel off the nuts. (You can test one by removing it from the pot, running it under cool water and seeing how well the skin slips off.) Drain the nuts, let them cool until you can handle them, and then use your fingers to remove the skins.

Nutrition | Per serving (based on 3): 610 calories, 23 g protein, 53 g carbohydrates, 38 g fat, 7 g saturated fat, 15 mg cholesterol, 420 mg sodium, 10 g dietary fiber, 1 g sugar

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BY NICOLE  
ARNOLD  
WRIGHT  
Contributing  
Writer

# Kids in the Kitchen

Children love to be involved in activities with adults, so why not let them join in preparing family meals? Learning to cook is a valuable experience that can introduce nutrition and healthy eating habits early on; not to mention helping to create memories with loved ones. Whether you're a parent, caregiver, child yourself or just a kid at heart, keep in mind these age-appropriate activities the next time you find yourself needing help preparing your next family meal.

## Shopping

Did you know that kids influence up to 80 percent of family food spending? Even though parents do have control over what ultimately ends up in the grocery cart, allowing kids to have a say in what foods they eat may help them become healthy eaters as they grow.

Kids of any age can be involved in the shopping experience. According to the Academy of Nutrition and Dietetics, some examples of kid-friendly activities in the aisle include:

- Creating a grocery list together.

Encourage children to pick fruits and vegetables they enjoy. Talk about colors, shapes and textures to enhance the learning experience.

- Read food labels together.

This helps kids understand nutrition concepts, and also allows them to practice reading skills.

## Age-Appropriate Activities

Around the age of 3 years old, children are ready to assist in the kitchen. It is important to keep children 2 and under a safe distance from food preparation with safety gates, high chairs or playpens. This will help avoid injuries, burns and other preventable accidents.

- 3-year-olds

At this age, simple motions such as tearing lettuce or washing fruits and vegetables can help ease recipe preparation for the adult. Young ones at this age can also aid in stirring ingredients or pouring liquids.

- 4-year-olds

More hands-on activities may be acceptable at this age, including opening packages, greasing pans, peeling hard-boiled eggs, mashing potatoes with a fork, or snipping herbs with dull scissors.

- 5- and 6-year-olds

Learning to cut soft foods with a blunt knife can now be introduced.

Setting the table and measuring

ingredients are also helpful skills for this age.

- 7- and 8-year-olds

Need help locating an ingredient in the kitchen? Your child may now assist with this. If making cookies for the holidays, rolling and shaping dough or using a whisk to beat ingredients is another task to assign.

- 9- through 12-year-olds

More advanced kitchen tools can be used, including a vegetable peeler, sharp knife and oven (with adult supervision). Shredding cheese and vegetables can also be a fun trick to try at this age.

- 13- through 17-year-olds

At the start of teenage years, children are now ready to independently prepare recipes with multiple ingredients.

It is important to know that kids are more likely to try new foods if they help prepare it. Assisting in the kitchen may help build their self-esteem, as well as giving them a sense of pride when they see others enjoying what they have helped create. Most importantly, it is an opportunity to spend quality time with family that is often rare in our fast-paced culture.

BLATs (Bacon-Lettuce-Avocado-Tomato Sandwiches)

Serves 4.

All you need:

8 slices center-cut bacon, halved

1 ripe medium avocado

2 tbsp chopped fresh basil

1 tbsp mayonnaise

1/2 tsp finely grated or minced garlic

1/4 tsp salt

1/4 tsp ground pepper

8 slices sprouted-wheat bread

1 medium tomato, cut into 8 slices

4 romaine leaves

1 cup alfalfa sprouts

All you do:

Cook bacon in a large skillet over medium heat until crisp, 5 to 10 minutes. Transfer to a paper towel-lined plate.

Meanwhile, mash avocado in a medium bowl. Stir in basil, mayonnaise, garlic, salt and pepper. Toast bread.

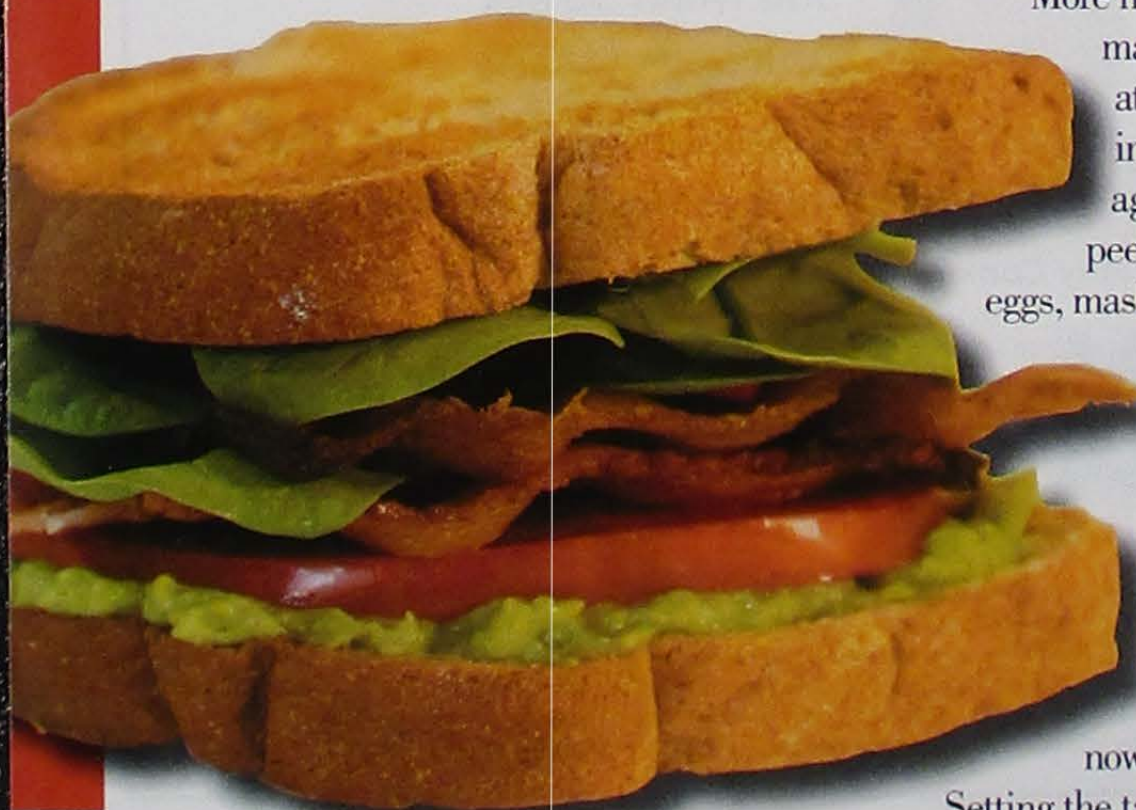
Spread about 2 tablespoons of the avocado mixture on 4 slices of toast. Top each with 4 pieces of bacon, 2 tomato slices, 1 lettuce leaf, 1/4 cup sprouts and the remaining toast.

Nutrition Facts per serving: 342 calories, 16g fat, 3g saturated fat, 0g trans fat, 15mg cholesterol, 541mg sodium, 36g carbohydrate, 10g fiber, 14g protein.

Source: [www.EatingWell.com](http://www.EatingWell.com)

The information is not intended as medical advice. Please consult a medical professional for individual advice. Nicole Wright represents Hy-Vee as a nutrition expert working throughout the community to promote healthy eating and nutrition. Nicole is a Registered and Licensed Dietitian Nutritionist, ACE certified personal trainer and member of the Academy of Nutrition and Dietetics.

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# OUR STORY

# BUTCH'S

To win best towing company in Story County for 14 straight years is a high bar to set for any towing company, but for Butch's Automotive it is just a part of doing business. The automotive business opened up in 1992 at the intersection of Lincoln Way and Duff Avenue under the ownership of Butch and Jill Hansen. According to Kyle Dirks, current manager of Butch's Automotive, the Hansen's wanted to create a business that focused more on the customer than on the bottom line. In 2011, Butch sold the business to a couple living in Clive, but even under new ownership, Dirks said he has made it a point to stick to the original business model that he learned under Hansen.

"We're very friendly, we try to go above and beyond the normal service," Dirks said. "If you're calling because you have a flat tire, we're going to try to see if we can repair it on scene, not just swap it out or tow you somewhere. If we can't do a repair then we're going to get you towed to the most convenient spot of your choosing."

Outside of towing, Butch's also provides a wide variety of other services with a distinguished staff of eight auto professionals, such as oil changes, auto repair, car inspections, unlocking services and regular vehicle maintenance, along with providing gas pumps for refueling onsite.

"Towing and automotive, that's what we're here for.

Those are our two biggest things. We're here to aid in the towing side and here to get you back on the road on the automotive side," said Matt Wirtz, assistant manager at Butch's Automotive.

Outside of the automotive industry, the employees of Butch's also try to make a difference in the community. According to Dirks, they try to employ local people, give discounts to college students and be upstanding members of the community. That is another lesson that Dirks said he learned from Butch himself. However, while at work is where Dirks' feel that he is making his biggest contributions to Ames and Story County, as well as most of the midwest since the Butch's drivers often go out of the state for jobs.

"I don't wish accidents upon anybody, but being able to go out there and help or recover something," Dirks said. "That's what I like, keeping it positive and helping people." Dirks and Wirtz both said that they will attempt to keep the spirit of the business alive as long as they can because they believe that helping people in a time of need is a necessary service for the community, as well as a business model that will keep their customers happy and on the road.

"Butch was really good at taking care of customers and I kind of carried on that momentum," Dirks said.

# Butch's



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### Best Towing Company 14 years in a row





# COMMUNITY

Sponsored by the Ames Convention & Visitors Bureau

## CYtes Cycles Roll Out

**T**he CYtes Cycles are here! In August, the Ames Convention & Visitors Bureau debuted a new bike sharing pilot program for Ames visitors. Now guests at participating Ames hotels have a fun, new way to get around town. It's a great opportunity for travelers to not only explore the city but also enjoy some fresh air and exercise.

### Borrowing an Idea from the Little Apple

In May the director of the Ames Convention & Visitors Bureau, Julie Weeks, traveled with a group of community leaders to Manhattan, Kansas. The trip was hosted by the Ames Chamber of Commerce and the Ames Economic Development Commission and was a chance for both cities to exchange ideas and learn from each other. Manhattan, home to Kansas State University, has a bike sharing program that caught the eye of Weeks. When she returned to Ames, she began developing a program for visitors that would enable them to experience the scenic bike trails of Ames and travel to restaurants and shops simply by checking out a "CYtes Cycle" at their hotel.

### Thirty Red Cruisers

The Bureau partnered with Cycle Force Group in Ames to build 30 red cruisers for the pilot program. Since the Bureau uses the term CYtes (pronounced sites) to refer to all the places to see in Ames, the bikes are named CYtes Cycles. After all, what better way to see the CYtes of Ames than on a CYtes Cycle!

The bike sharing program will run until Thanksgiving or the first snowfall. Currently, bicycles are available at the Best Western PLUS University Park Inn & Suites, the Gateway Hotel & Conference Center, the GrandStay Hotel & Suites, the Quality Inn & Suites Starlite Village Conference Center and the Ames Convention & Visitors Bureau office. For no cost, visitors can check out a CYtes Cycle, helmet, lock and map of the city's shared use paths. They are encouraged to take advantage of the many bike friendly routes in the community and are allowed to travel anywhere as long as the rules of safety set forth by the state of Iowa and the City of Ames are followed.

Participating hotels are responsible for signing out bicycles to their overnight guests. All riders are required to read and sign a



CYtes Cycles, photo courtesy of Ames Convention & Visitors Bureau



waiver in order to reserve a CYtes Cycle. The Ames Convention & Visitors Bureau will take care of any bike repairs as well as store them over the winter months. Once the pilot project ends, the Bureau will consider the program's long-term viability.

## Visitors see the CYtes of Ames

Bike sharing systems are found in cities all over the world. It's no surprise that tourists prefer meandering through a city on a bike versus taking a cab or walking and suffering from sore feet. Now visitors to Ames can enjoy the benefits of a bike sharing program designed especially for them. Joe Jordison, general manager of the Quality Inn & Suites Starlite Village Conference Center, agreed to participate in the pilot project because he felt it was a great opportunity not only for his hotel, but for the City of Ames. Jordison said, "We are excited to be a part of the CYtes Cycles pilot. We agreed to assist the Bureau because we feel bike sharing promotes Ames as a healthy, active community. Also, it's a great amenity we can offer to our guests. When visitors call to learn more about our hotel, it's terrific to have something



Bureau Board Director, Bronwyn Beatty-Hansen, poses with CYtes Cycle, photo courtesy of Ames Convention & Visitors Bureau

special to mention like the CYtes Cycles. It makes our hotel and the City of Ames stand out."

Jean McBreen, general manager of the GrandStay Hotel & Suites echoed Jordison's sentiments, "The CYtes Cycles have been extremely well received by our guests. When a visitor doesn't have their own transportation, the bicycles are a very helpful resource. Others have mentioned how much they like reserving a bike just to travel around and see the city. For a visitor unfamiliar with the streets in Ames, leaving the car behind and riding a bike is a better way to discover all that Ames has to offer. Many also appreciate the fitness aspect. They see the cycles as a great way to get some exercise. For all these reasons, our bikes are in use all the time. It's terrific to see such a positive response to the Bureau's program. Our hotel is happy to be a part of the CYtes Cycle pilot. It's a pleasure to offer this added convenience to our guests."

When you see someone with a CYtes Cycle out and about, be sure to say hello. They are guests in our city experiencing firsthand Ames and its welcoming hospitality.

To learn more about the Cytes of Ames and all there is to DO, EAT, SHOP and STAY, visit [cytesofames.com](http://cytesofames.com) or call the Ames Convention & Visitors Bureau at 515.232.4032.



CYtes Cycles in Compustown, photo courtesy of Ames Convention & Visitors Bureau



Photo courtesy of Ames Convention & Visitors Bureau



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